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# USDA Inside USDA Information

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## CONTENTS, IN BRIEF

We knew we'd get back to pink, so with the hopes that "Inside..." will stay that way, we're pleased to bring you more about information doings. This issue contains a rundown on structures coverage...a few job openings...comments on news release acceptability...and a little more balderdash.

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## STRUCTURES MEETINGS BEGIN

Structures meetings began this week with sessions at Montpelier, Vt., Fayetteville, N.C., and Huntsville, Ala. Other meetings are Dec. 4, Sioux City, Iowa; Dec. 5, Sedalia, Mo.; Dec. 6, Wichita Falls, Tex.; Dec. 11, Denver, Colo.; Dec. 12, Spokane, Wash.; Dec. 13, Fresno, Calif.; and Dec. 18, Lafayette, Ind.

If you get to attend these meetings, you'll find them somewhat unusual. They are more general than most hearings and participation probably will be broader than others.

A number of inf folks you've heard about will handle public inf activities at the meetings, with much reliance upon local, state and regional people. Bob Norton, GPA, and Ovid Bay, SEA, will alternate as overall coordinators...one going to one meeting and the other to the next.

Helping Bob at Montpelier were Werner Hietsch from the New York Regional Inf Office; Tom McCormick and Bill Soule from the U. of Vermont; Ann Dudas, Soil Conservation Service (SCS) and Gil Parker of the Vermont Dept. of Ag.

Ovid had help at Fayetteville from Connie Crunkleton of the Atlanta Reg. Inf Office; Bill Carpenter and Tom Byrd of North Carolina State; Frank Jeter of SCS in N.C.; and Carlyle Teague of the N.C. Dept. of Ag.

Then at Huntsville, Jerry Redding from the Atlanta Reg. Inf Office; John Parrott and Jack Smith from Auburn U. helped Bob. We also sent a photo crew to Huntsville.

The list of jobs each team handled must have kept them right busy...liaison with the support team for the Secretary; liaison with a logistics advance person; registration of press; coordinating the press room; handling a major press conference; collection and maintaining witness statements; checking with local media; monitoring progress at each meeting; sending a daily radio feed to Jim Johnson here; and keeping in touch with Joe McDavid, here since he serves as the Washington "anchorman" for all meetings.

Reserve

Next week, at Sioux City, Bob will have the help of Herb Jackson of the Chicago Reg. Inf Office; Lee Thompson, Iowa State U.; Wayne Messerly, Iowa Dept. of Ag.; and Cheryl Palmer, GPA.

Ovid will handle the Sedalia meeting with Wayne Baggett, Chicago Reg. Inf Office; Anne Chadwick, Mo. Dept. of Ag.; Dick Lee or Delmar Hatesohl, U. of Mo.; and Mary Jane Duff, Mo. office of Agricultural Stabilization and Conservation Service (ASCS).

At the Wichita Falls meeting, Bob's crew will be Harold Bryson, Dallas Reg. Inf Office; Mary Mahoney and Vic Schoonover, Texas A&M U.; Dale Allen, Texas SCS; and Ronnie Rhodes or Terry Stark of the Food and Nutrition Service (FNS) regional office of Dallas.

We'll bring you the final inf teams next week...and we'll also report on how things have worked out.

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FOR OPENERS...

By the way, the Secretary's "speech" for the meetings has been published. It began: "I didn't come here to make a speech... came here to listen to you."

\* \* \*

AND IT WAS A PLEASURE

Hal Taylor, GPA, spoke at the recent "Agricultural Information Conference" of technical information systems people and librarians at the land-grant meeting here this week. He says he found himself starting out: "It's a pleasure to be here!" Fortunately there were only a few "Inside..." readers in attendance--but they gave him the works afterward.

\* \* \*

CHECK THESE REPORTS

A couple of interesting reports drifted our way this week. One called "Food for the World: The Canadian Experience" came from the Public Affairs Division of the Canadian Embassy. It leads off with the statement: "Canada has only 3% of the globe's arable land, yet it is currently the largest per capita donor of food aid in the world, and its total agricultural exports are the second highest." Copies are available if you'll write the Embassy here--1771 N St., N.W., Washington, D.C. 20036.

The other report came from Penn State U. and samples the ag research there. In its beginning, the deans at Penn State write: "...although people often refer to the 'miracle of American agriculture,' it is really no miracle at all! Rather, it is the direct result of continuous public investment in programs designed to solve problems and meet the needs of a country rich in resources." Probably you can get a copy if you'll write Glen Goss at Penn State.

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GRASS ROOTS PAPER?

Terry Day, Washington State U., sent us a clipping headed: "Editors polled on acceptability of news releases," from the Nov. 10 "Editor & Publisher." It's more about the poll we recently mentioned taken by the National Newspaper Assoc.

Terry notes: "While there's little specific in this article on agriculture--except that we fellows in the white hats are putting



out news releases on subjects of most concern to editors of 'grassroots' newspapers." Then he asks, what are grassroots newspapers...small circulation newspapers, rural ones or what?

Clay Napier, GPA, who attended the NNA meeting last month in Florida, answers Terry's question. NNA is made up predominantly of weekly newspapers...folks attending the meeting were mostly publishers rather than the editors and reporters.

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JEAN TO TEACH

Jean Brand, recent SEA retiree, dropped by the other day to report that she will be teaching a writing course at the Arizona U. Extension Winter School...she's also been doing some consultant work with the Agency for International Development.

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REMEMBER ELWOOD?

Former Utah State editor and 4-H news editor Elwood Shaffer sent us a note the other day pointing out that he is Director of Communications for the Utah Farm Bureau...been there about 7 years.

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MORE HAM...

Ham Kenney, our Canadian correspondent, sent us another of his collections...this one about proofreader oversights. He was covering a posh Toronto dinner at which a couple of prominent businessmen were to receive an oil painting for their 71st birthdays. The inscription card with each painting read: "To two old crocks..." Ham's magazine reversed that to read: "To two old crooks..." (Crokes...crooks...is there a difference?)

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THERE STILL IS A GARY

Gary Nugent, Ohio State U., who left USDA a year and a little more ago...then disappeared...showed up at the land-grant meeting this week. Said he's been busy.

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SEA REGIONAL NEWS

New regional SEA inf chief at Beltsville is Jane Collins. She has been with the National Institute of Health for about 15 years. And...she'll join other SEA regional inf officers at a meeting here with Alice Skelsey's staff in mid-December. Those others are Jim Whorton, Oakland, Calif.; Vernon Burdette, New Orleans; and Bob Enlow, Peoria, Ill.

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ALOHA, YOU ALL

Cynthia Garver, U. of Hawaii at Manoa, sent us copies of her newsletter, "Benchmark Soils News," which she edits. Somehow we set it aside and just now realized that she includes soils inf and programs from practically everywhere...one issue contained stories from Indonesia, the Philippines, Brazil, Puerto Rico and the U.S. Intriguing...maybe we can get her to tell us more about her work.

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JOB HUNTING? TRY CIAT

Once before we carried the news that CIAT (Centro Internacional de Agricultura Tropical) at Cali, Colombia, was looking for a writer/editor. Deadline for applications then was Nov. 15.

Now through Charles Bower, editor at CIAT, we received another announcement, apparently for the same job but with a closing date

of Nov. 30...today. If you're interested, you might get in touch with Charlie, despite the late date. His address is Apartado Aereo 6713, Cali, Colombia. You can even call him at Palmira 27044. "Inside..." did that once and got through clear as a bell.

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OR...TRY USDA

The Agricultural Marketing Service (AMS) and Economics, Statistics and Cooperatives Service (ESCS) each are advertising positions this week.

The AMS job is for a GS-9/11 editor--requires experience in writing or editing articles, speeches, pamphlets or releases for the general press or for technical or trade magazines or organizations of that type. Contact Ms. D. Harris (202) 447-5055, Room 1723-S, USDA, Washington, D.C. 20250. Ask about announcement AMS-OA-79-222.

The ESCS job is for a radio/TV public inf specialist, GS-7. Call Phil Lando, (202) 447-2358, Room 1459-S, USDA, D.C. Ask about announcement No. ESCS-ID-80-028.

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THIS IS NO JOKE,  
BUSTER

Larry Marton, GPA, shares an item with us that points out (1) cultural differences communicators can run into and (2) a sensitivity that often gets-neglected. It was the lead item in a newsletter called "World Development Letter," published by AID.

"How many children do you have?" asked the American...of an Indian farmer. "Two," replied the farmer. "Wonderful!" responded the doctor. "That's the perfect size for a good Indian family." As the story is told, the farmer stood silent and perplexed for a moment. Then he said, "But you haven't asked me how many girls I have."

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FOR FAO NEWS...

While we're noting international doings, have you seen "Issue No. 1, Nov. 1979" of "FAO at Work?" It seems to be a new venture by the North American office of FAO...a one-sheet flyer with short items about food and agricultural doings. Nicholas Raymond is the editor. If you want to see it regularly, he'll probably put you on his mailing list if you write him at 1776 F St., N.W., Washington, D.C. 20437 or call him at (202) 634-6215.

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GO DREW!

Congratulations to Drew Effron, APHIS. Drew has won a full paid fellowship that will lead to a master's in PR at American U. He was the first regional cooperative education intern to be employed by USDA...was at the New York office with Bryan Killikelly and staff. Afterward, APHIS picked him up for work here.

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